The broadcaster's insistence for a "broadcast flag" is merely an attempt to destroy the personal digital video recorder market (TIVO). A DVR owned by the cable company is OK with boadcasters because that can be licensed and strictly controlled. The idea that someone may not want to sit in front of their TV and watch a show when it is on is unacceptable to MPAA and the broadcasters.

This "broadcast flag" will make something that is currently possible with a VCR impossible. I am sure that the public does not want their rights stolen from them and will be very upset if this proposal happens.